

# The Daily Optic

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## THE ELK SPIRIT

What is the Elk spirit? If you were down to meet the Kentucky Elks special this morning, your question was answered. The Elk spirit is not copyrighted. Citizens of Las Vegas generally can adopt the spirit if they get a move on themselves. The Elk spirit consists of a mixture of good-fellowship, boosting and happiness. Take this mixture and you're sure to be a live one.

The Elks of this city certainly did themselves proud in the reception accorded the Kentucky visitors who were here for an hour this morning. That the entertainment afforded the visitors will redound to the benefit of Las Vegas in time to come cannot be doubted.

But the Elks have just begun. With the arrival of other special Elk trains this evening, tomorrow and next day, they will do even better, as it is necessary for an Elk to get a fair start, and if the going is good then he can go some.

What the Elks are doing in the way of welcoming the migratory herds en route to the grand lodge at Los Angeles, is not done to boost the Elks' lodge in this city, but to advance the interests of the town. Therefore they should have the hearty co-operation of business men and citizens generally.

Those Elks having automobiles who have donated them for taking the

visitors about the city, when they stop long enough, and those citizens who also showed their generosity in this respect are entitled to and have the thanks of the Elks for their public-spiritedness.

For the next three days, especially, and forever thereafter, let everybody get a move on himself, smile and boost for a Greater Las Vegas.

## THE N. E. A.

The N. E. A. is in session at Denver. The initials N. E. A. stand for National Education Association, or National Educational Association, or National Something-or-other Association; something with National in it, also Association, and some derivative of educo. Whatever the real meaning of the middle "E", the purpose of the association part is clear. They associate and associate and as a result of that sociological manifestation of the fact that they are perfectly normal human beings like John Smith and Bill Jones, they cogitate and they cogitate, as a result of the psychological process they proclaim such abnormal rules for the bringing-up and educating of a child that if they were followed none of the coming generation would come far enough to get a good, healthful spanking. Most of these "associators" are maiden ladies and single gentlemen, you know. We haven't seen their archives but it's a ten to one bet anyway, and even at that it would be to steal a figure from our Artesia contemporary—like taking cockle-burrs from a blind mule's tail.

The N. E. A., speaking of them collectively for the sake of hurting nobody's feelings, are always strong on psychology, child psychology—it ought to be childish psychology—in particular. They dip their fingers in the "stream of consciousness," as William Jones calls it, and bring them out dripping wet with the subjective and objective child—poor little devil; the ego and the non-ego; the proper explanation of the visual memory. They read papers on the proper ventilation of school rooms for the benefit of the adult population of the country when they are, in the main, only qualified to talk of the proper ventilation of hen-coops for the benefit of the chicken population of their home county. One heretic said that too definite a knowledge of psychology is apt to dry up the springs of kindness, gentleness and

patience. Hurrah for him! But we'll take a wager that he was closely followed by some demure maiden lady sporting a Janice Meredith curl, who contended with great spirit and enthusiasm that psychology leads to the apprehension of truth, that that son of a liveryman, John Keats, said truth is beauty, it therefore leads to beauty; beauty must have the attributes of kindness, gentleness and patience; ergo, that MAN was wrong.

An orthodox N. E. A. read a very learned paper in which he said, "A failure on the part of the home to exercise even and forceful discipline is a moral sin which has put the curse of Cain and the stamp of Satan upon many a promising boy or girl." It sounds mighty fine. When we first read it we pictured an animated and perspiring home taking violent exercise with a pair of dumb-bells. When we reached the part about moral sin, Cain and Satan, our beautiful and instructive image of the home that exercised was ruthlessly destroyed and we saw then that the N. E. A. was after the parents. That is the old cry. Throw it on the parents.

The real trouble is that teachers are not made by studying psychology and reading papers before the N. E. A. They are made by being naturally blessed with a generous measure of the milk of human kindness poured on a large loaf of common sense.

## HO, HO!

It appears that the question of making a clean sweep of the present territorial officials is under consideration at Washington. President Tatt has not been in a hurry to make appointments in this territory and it is possible that the consideration of this matter is causing the delay. The appointment of M. C. Mechem to be an

associate justice of the supreme court of the territory did not meet with an enthusiastic reception in the senate and it is possible that the president is not going to be too hasty in acting on the recommendation of the organization in the future in making appointments in the territory.—Santa Fe Vulture.

## COMING AFTER BODY OF DEAD BROTHER

There were no new developments today in the suicide of Charles H. Mills, the young man whose body was found in his room at the Y. M. C. A. building yesterday morning. His friends have been unable to ascertain any possible reason for young Mills taking his life, other than that advanced yesterday, that he committed the act while temporarily deranged, such mental aberration being due to a severe headache, from which the deceased was a frequent sufferer.

Last evening, Buell McKeever, a prominent lawyer of Chicago, who is spending a few weeks in the city, and who is intimately acquainted with the Mills family, received a reply to his telegram notifying the family of the death of young Mills. The message came from Abbot L. Mills, a brother, and stated he was overwhelmed by the news, and that he would leave Chicago last night on the California limited for Las Vegas. He should therefore arrive on the limited in the morning. Chief Justice W. J. Mills also received a message from the dead boy's brother-in-law, asking full particulars of the suicide.

Pending the arrival of this brother, who will take the body to Chicago for burial, it lies at the undertaking par-

## Watch Specials

A few specials which we are offering for a short time at SPOT CASH ONLY.

Gents' Gold Filled Case guaranteed 20 years, fitted with a 17 jeweled, ELGIN or WALTHAM movement.....\$12.50

Gents' Silveroid Case, with a 7 jewel ELGIN or WALTHAM.....\$6.50

Ladies' Gold Filled Case, guaranteed with either ELGIN or WALTHAM movement.....\$12.15

WE INVITE A COMPARISON OF OUR PRICES

R. J. TAUPERT, Jeweler and Optician.

Las Vegas, N. M. 606 Douglas Avenue.

## LIGHTNING STRIKES HOUSE ON MESA

What came near being a serious accident, and one that almost resulted in a fatality, occurred yesterday afternoon during the thunder storm on the mesa.

F. A. Corthon and wife own a farm near the edge of the mesa, and during the hardest part of the down-pour were suddenly startled by seeing a bolt of lightning leap out of the chimney and jump to a bed in the middle of the room. At the same time they were almost deafened by a clap of thunder, which to them appeared almost in the room.

When they discovered that they had not been harmed, they made an investigation outside and found that the house had been struck by lightning, which fortunately had struck the ridgepole, and from there had spread in all directions, running down the sides of the house to the ground.

To Mr. Corthon it appears almost a miracle that the house wasn't set on fire and burned, and that he and his wife were not instantly killed. They believe that they owe their lives to having taken the precaution to sit upon a feather pillow at the first sign of the storm, as they knew that the pillow would act as a non-conductor of electricity. Mr. Corthon has had four similar experiences in his life, but says that this one beat them all. He hopes he will never have another, as he believes he has had his share.

If you read it in The Optic it's so.

## EVERYTHING IN THE HOUSE REDUCED.

### Special Prices on Calicos, Ginghams and Percales.

Goods you need every day. Hardly ever priced so low.

Calicos a large assortment.....	6 1/2c
12 1/2c Percales 36 in.....	10c
15c Percales Manchester 36 in.....	12c
15c Cheviot Shirting.....	12c
20c Economy Linen 33 in.....	14c
8 1-3c Amokeag Apron Ginghams 6 1/2c	
12 1/2c Read Seal or Bates Seersuckers.....	11c
15c Toile De Nord Ginghams.....	12c
20c French Ginghams 33 in.....	14c
30c French Ginghams 33 in.....	19c
25c Bernalillo Zephyrs 27 in.....	17c
15c Real Manchester Chambray.....	12c

Entire stock of Lawns. Entire stock of India Linens or Linons. Table Linens and Towels.

# July Clearance Sale

NOW ON IN FULL BLAST

Everything in the House on Sale

## THE JULY CLEARANCE SALE Meets With Instantaneous Success

Values tell and here are telling values—the kind that bring crowds and that repay the crowds for coming. And how the people thronged every department during the opening hours of this sale. How eagerly they bought—and with what enthusiasm they praised the big values so plenteously provided. There will be no let-up to the daily crowds during this event because there will be no let-up to the unprecedented value-giving.

We hold this sale for the sole purpose of effecting a clearance of summer stocks—and so we disregard cost and profit and name prices far below any figures likely to be named anywhere this season. Every department is represented with a full quota of exceptional values—the whole store is one big, busy, bustling bargain bazaar.

More and even greater values brought forward for next week—we crowd every hour of the day with irresistible money-saving inducements—affording matchless economies on summer necessities of all kinds.

Join The Crowds That Will Choose From These Absolutely Unrivalled Offerings.

## EVERYTHING IN THE HOUSE REDUCED.

### Ribbons

A special lot of good quality Taffeta Ribbons in white, light blue, pink, red, brown, navy, and black.

The prices according to width are as follows:—

No. 100 Regular 40c now.....	25c
" 80 " 35c ".....	20c
" 60 " 30c ".....	17 1/2
" 50 " 25c ".....	15c
" 40 " 22 1/2c ".....	15c

Just received by express one lot of fancy flowered, striped checked Ribbons—have placed these on sale also.

50c Ribbons.....	35c
35c ".....	17 1/2
40c ".....	25c
25c ".....	14c

## Extra Values in Fabric Linens

\$1.75 Warranted all Linen Damask, 72 in.....	\$1.49
1.50 " " " " 72 in.....	1.39
1.35 " " " " 72 in.....	1.24
1.25 " " " " 72 in.....	1.10
1.00 " " " " 72 in.....	89c
75c " " " " 64 in.....	63c
65c Mercerized Damask, 64 in.....	59c
65c Fast color Damask, 62 in.....	59c
75 " " " " 62 in.....	65c

## Towelings

A good assortment, splendid merchandise cheaply priced.

15c Stephens Linen Crash.....	11c
12 1/2c Bleached ".....	10
15c Hucked Toweling.....	11
10c Checked Linen Toweling.....	8
25c All Linen Hucked Toweling.....	19

Everything mentioned in our full page Ad. still the same.

Everything in the House on Special Sale.—All women's outer garments, Tailored Suits, Linen or silk Dresses, all Waists, all Skirts, all Petticoats, all silk Dress goods, wash goods, Ginghams, Percales, Lawns, Notions, women's Furnishings, entire stock of Shoes, everything for Men and Boys.

## Ladies' Furnishings.

A lot of 65c Belts, all colors, all styles, new buckles. Special.....49c

Any other belt in the house at 10 per cent off.

An assortment of Hand Bags, worth 75c and 85c; white, blue, green, grey.....50c

All other Belts at 10 per cent off.

A special lot of Belt Buckles, worth 75c, a large assortment. Special.....50c

The \$1.00 kind, special.....75c

All other novelties such as Beauty Pins, Veil Pins, Hat Pins, Chains, Silver Purses, Hair Ornaments, Veils, Veilings and Neckwear.

at 10 Per Cent Off.

## Women's Hosiery

\$2.50 Silk Hose, double sole and double knee. Special.....\$2.15

\$1.50 Women's Silk Hose in all colors.....\$1.05

65c and 75c fancy lisle Hose.....48c

## Men's Furnishings.

at very special prices.

Men's Golf Shirts, all sizes, a hundred different patterns, new colorings—also Negligees, worth \$1.25, \$1.50, 1.75. Special.....95c

Men's fine French flannel Shirts Negligees, gray, blue, neat patterns "Emery" Coat Shirts, \$2.00 value. Special.....\$1.50

Men's fine silk finished Shirts a lot of splendid patterns, a cool soft shirt, with low collar attached, worth \$2.50! Special.....\$1.75

## A Snap for Big Men.

We have a lot of fine shirts "Emery," these were bought in a lump to clear—they are fine French flannels, and all worsteds. And you know all wool worsteds are expensive, about \$3.00 per shirt; they run up to 19 neck, large around body, special.....\$1.75

Remember!—Everything in the House Reduced.

## Bargains for Men

Never before had we offered such values. The men of this city should be glad to be able to get such merchandise at such low prices as we offer. For the last two years; we have been improving our men's department, until now we feel we have as Complete and Up-to-Date department as any in the city. We are going to give unusual values during this sale, in order to give men in this city an opportunity of viewing our stocks and noting the fine quality merchandise, the complete sizes and everything the best—COME and SEE.

Men's Fine Suits, all wool, cut the latest style, and guaranteed by us Suits worth \$18. \$20. \$22.50 up to \$25.00. Special.....\$11.00

Men's Suits in Cashmeres, Worsteds, Serges blacks and blues; latest cut Suits, worth \$12.50, \$15.00 and \$16.50. Special.....\$8.72

One lot Young Men's Suits—a large line of patterns—Suits you'd pay double for, worth up to \$12.50. Special.....\$6.50

Our entire stock of Boys' and Children's clothing including all wash suits—Boys' all wool Suits, with 2 pairs "Knickerbocker" pants

at 25c PER CENT Reduction.

"THE STORE OF QUALITY"  
**BACHARACH'S**  
E. LAS VEGAS. N.M.